

1. What is Marketing?
  - A. An organizational function and a set of processes for creating, communicating, and delivering value to customers
  - B. A way for companies to franchise their business
  - C. When a company is starting to get onto the stock market
  - D. None of the above
  - E. All of the above
  
2. Name 3 out of the 7 market functions.
  
  
  
  
  
  
  
  
  
3. Define target market.
  
  
  
  
  
  
  
  
  
4. Why is it important to understand your customer?
  
  
  
  
  
  
  
  
  
5. The specific sequence of steps consumers follow to purchase is known as \_\_\_\_\_
  - a. Thought process
  - b. Consumer Decision-making process
  
6. A final consumer is a person who purchases a product for their own use.      True    False
  
7. A business Consumer also is a person who buys a product for their own use.      True    False
  
8. Explain the steps in the decision making process.
  
  
  
  
  
  
  
  
  
9. How will you use the above steps next time you make a purchase?
  
  
  
  
  
  
  
  
  
10. Define promotion and give an example of promotion in the world.